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ABSTRACT

This informative how-to guide explains public relations strategies and the audiences they target, with tips for customizing these tactics for particular libraries. Helpful techniques are recommended for promoting the use of library media services by students, faculty, building administrators, and school support staff. Readers will also learn how to target administrators, the board of education, parents, community, and legislators to maintain and increase support for staff, materials, equipment and space. Step by step, this guide shows how to develop and execute a successful public relations plan, including setting objectives, determining the message, selecting a target audience, planning a strategy, setting a time frame, delegating tasks to staff and volunteers, assessing progress, and making adjustments in response to feedback. Over 500 creative ideas are suggested for special event planning, coalition building, designing flyers and handouts, using posters and displays, writing correspondence, preparing reports, and public speaking. Complete with a bibliography, sample flyers and handouts, and other resources, this book is designed to ensure that school library media specialists promote use of the library effectively and garner the support they deserve for their programs. (AEF)

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